

U.S. Department of Justice
Washington, DC 20530

Supplemental Statement
Pursuant to Section 2 of the Foreign Agents Registration Act
of 1938, as amended

OMB NO.1124-0002

For Six Month Period Ending October 31, 2013
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant
Fleishman-Hillard Inc.
- (b) Registration No.
5801
- (c) Business Address(es) of Registrant
200 North Broadway
Saint Louis, MO 63102

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.
N/A

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☒* No ☐

If yes, furnish the following information:

Name	Position	Date connection ended
Jeff Weintraub	Senior Vice President	10/04/2013
Martha Boudreau	President	09/14/2013

* In addition to the foregoing individuals, in the ordinary course of business, employees (including senior-level) depart from time to time; however, Registrant's key decision-makers and senior-most executive management have remained constant. Also see Item 5 below.

- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☒* No ☐

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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* In the ordinary course of business, employees (including senior-level) join or are promoted from time to time; however, Registrant's key decision-makers and senior-most executive management have remained constant. Also, see Item 5 below.

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☒

If yes, identify each such person and describe his service.

Not applicable.

- (b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or connection	Date terminated
Jeffrey Weintraub	Senior Vice President	10/04/2013
Martha Boudreau	President	09/14/2013

- (c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

Not applicable.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

Secretariat for Social Communications of the Federative Republic of Brazil

The Embassy of Singapore

Government of the Republic of Turkey, Embassy

10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following: Not applicable

Exhibit A³ Yes ☐ No ☐Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes ☐ No ☒If yes, have you filed an amendment to these exhibits? Yes ☐ No ☒

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:
Please see Attachment 11.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

Please see Attachment 12.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS - MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

Date	From whom	Purpose	Amount
Please see Attachment 14.			

\$ 1,106,744.75

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS – MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
Please see Attachment 15 (a).			

\$ 454,388.66

Total

(b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS - POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☒No ☐

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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Please see
Attachment 15
(c).

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
 Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

Secretariat for Social Communications of the Federative Republic of Brazil
 The Embassy of Singapore

Please see Attachment 17 for additional information.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following: Please see Attachment 17.

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> Radio or TV broadcasts | <input type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films | <input type="checkbox"/> Letters or telegrams |
| <input type="checkbox"/> Advertising campaigns | <input checked="" type="checkbox"/> Press releases | <input type="checkbox"/> Pamphlets or other publications | <input checked="" type="checkbox"/> Lectures or speeches |
| <input checked="" type="checkbox"/> Internet | <input type="checkbox"/> Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups: Please see Attachment 17.

- | | | |
|---|--|--|
| <input type="checkbox"/> Public officials | <input checked="" type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input checked="" type="checkbox"/> Editors | <input checked="" type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input checked="" type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input checked="" type="checkbox"/> Other (specify) <u>international organizations (UN World Food Programme, World Bank Development Research Group)</u> | | |

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

Please see Attachment 17.

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☐ No ☒

Registrant labels all informational materials with a statement in accordance with Section 4(b) of the FARA. However, the 4(b) statement on two media alerts disseminated on behalf of the Secretariat of Social Communications of the Federative Republic of Brazil and on press materials related to water conservation disseminated on behalf of the Embassy of Singapore was inadvertently omitted.

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Type or print name under each signature¹³)

Dec 19, 2013

William B. Winkeler

William B. Winkeler
Sr. Vice President, Sr. Partner
& Corporate Controller

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

ATTACHMENT 6**SHORT-FORM REGISTRATION INFORMATION SHEET**

The Department records list active short-form registration statements for the following persons filed on the date indicated by each name. If a person is not currently functioning in the same capacity directly on behalf of the foreign principal, please indicate the date of termination in Item 5 of the supplemental statement.

Short Form List for Registrant: Fleishman-Hillard, Inc.

Last Name	First Name	Registration Date	Termination/Addition Date
Auchman	Caren	03/25/2011	
Balderston	Kris	6/14/2013	
Banas	Melissa J.	06/19/2009	
Black	William	09/24/2007	
Boudreau	Martha Miller	04/16/2007	Terminated September 14, 2013
Cutin	Dario O.	03/16/2009	
Dionne	Marc	04/16/2007	
Horowitz	Daniel	09/24/2007	
Houk	Ashley	6/14/2013	
Hutchins	Coleman Roest	04/16/2007	
Lowry	Kathleen	6/14/2013	
Lyall	Alexander	6/14/2013	
Maietta	Rosanna	06/21/2011	
Naru	Stephen R.	06/19/2009	
Ortiz	Eunic	6/14/2013	
Posner	Ralph	04/16/2007	
Rohrer	Donna Weatherly	04/16/2007	
Struthers	Jonathan	11/29/2012	Added in Supplemental Statement for period ending October 31, 2012
Vellozzi	Sarah M.	06/25/2010	
Weintraub	Jeffrey R.	04/16/2007	Terminated October 4, 2013
Yang	Jennifer	6/14/2013	

**ATTACHMENTS TO SUPPLEMENTAL STATEMENT
FOR PERIOD ENDING OCTOBER 31, 2013**

Fleishman-Hillard Inc. (FARA Reg. No. 5801)

ATTACHMENT 11

Activities for and Services Rendered to Foreign Principals

Government of the Republic of Turkey, Embassy

The following describes the communications activities undertaken on behalf of the Embassy of Turkey from May 1, 2013, to October 31, 2013.

May 2013

- Media monitoring and summary reports of latest U.S. and Turkish news and events.
- Prepared monthly media analysis report.
- Updates to third party commentators/stakeholder lists.
- Regular updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – logistical coordination, materials.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Reviewed invitations and requests sent to Ambassador Tan and provided recommendations.
- Researched and developed recommendations for Washington cultural program for delegation of Turkish officials.
- Prepared backgrounder on U.S. dignitaries meeting with delegation of Turkish officials.

June 2013

- Media monitoring and summary reports of latest U.S. and Turkish news and events.
- Prepared monthly media analysis report.
- Updates to third party commentators/stakeholder lists.
- Regular updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – logistical coordination, materials.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Reviewed invitations and requests sent to Ambassador Tan and provided recommendations.
- Prepared analysis on coverage related to developments in Istanbul.
- Researched and developed invite recommendations for the book signing event organized to announce the newly published book on the Turkish Embassy Residence.
- Planning efforts around think tank event focused on Syrian refugee camps.

July 2013

- Media monitoring and summary reports of latest U.S. and Turkish news and events.
- Prepared monthly media analysis report.
- Updates to third party commentators/stakeholder lists.
- Regular updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – logistical coordination, materials.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Reviewed invitations and requests sent to Ambassador Tan and provided recommendations.
- Conducted research on leading U.S. travel associations for potential opportunities for engagement with the Embassy, including American Society of Travel Agents and Global Business Travel Association.
- Conducted research and developed lists of top travel-oriented U.S. bloggers and journalists for possible delegation to Turkey.
- Researched and prepared comprehensive memo on public communications diplomacy efforts in 2013, including full analysis of social media properties.
- Continued planning efforts of think tank event focused on Syrian refugee camps.

August 2013

- Media monitoring and summary reports of latest U.S. and Turkish news and events.
- Prepared monthly media analysis report.
- Updates to third party commentators/stakeholder lists.
- Regular updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – logistical coordination, materials.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Reviewed invitations and requests sent to Ambassador Tan and provided recommendations.
- Compiled media list for Victory Day reception.
- Researched and prepared memo on Vine.
- Researched and developed memo with new ideas for 2013-2014.
- Researched and developed report on Twitter performance and recommendations.
- Researched JFK and FDR Presidential Libraries and developed memo with recommendations.
- Compiled media coverage stemming from background briefings concerning Syria.

September 2013

FH did not engage in communications activities on behalf of the Embassy of Turkey in September 2013.

October 2013

FH did not engage in communications activities on behalf of the Embassy of Turkey in October 2013.

Secretariat for Social Communications of the Federative Republic of Brazil

The following describes the communications activities undertaken on behalf of the Secretariat for Social Communications of the Federative Republic of Brazil (SECOM) from May 2013 through October 2013.

May 2013

- Provided and participated in client updates and planning discussions.
- Established schedule of weekly update calls and planning discussions; tracked and reported activities on a weekly basis.
- Ongoing discussion with client regarding operations and development of strategic recommendation documents
- Researched, reviewed, reported, and discussed calendar opportunities, pitching activities, strategic opportunities and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; research and outreach on editorial opportunities; organized media list and researched media targets.
- Monitored social media; reviewed and edited content for social media channels.
- Made logistical arrangements for teleconferences on GDP results; moderated teleconference; reached out to and reviewed, edited and distributed transcript and press release to media; monitored media coverage.
- Reviewed and revised press materials; relayed and responded to media requests; developed backgrounder documents and edited media content; tracked media coverage; and developed list of potential outreach and event opportunities.
- Discussed and provided updates regarding news opportunities.
- Identified analysts quoted in media clips for potential outreach opportunities.

June 2013

- Provided and participated in client updates and planning discussions.
- Established schedule of weekly update calls and planning discussions; tracked and reported activities on a weekly basis.
- Ongoing discussion with client regarding operations and development of strategic recommendation documents.
- Researched, reviewed, reported, and discussed calendar opportunities, pitching activities, strategic opportunities and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; research and outreach on editorial opportunities; organized media list and researched media targets.

- Participated in meetings related to coordination of media engagement activities.
- Made logistical arrangements; reached out to and followed up with media; served as moderator; reviewed, edited and distributed transcript to media and monitored media coverage and reported results related to preparations for 2013 FIFA Confederations Cup.
- Monitored social media; reviewed and edited content for social media channels and press materials; relayed and responded to media requests; tracked media coverage.
- Discussed and provided updates regarding news, outreach and event opportunities, issues monitoring, and outreach topics; developed list of targets.
- Identified analysts quoted in media clips for potential outreach opportunities.

July 2013

- Provided and participated in client updates and planning discussions.
- Established schedule of weekly update calls and planning discussions; tracked and reported activities on a weekly basis.
- Ongoing discussion with client regarding operations and development of strategic recommendation documents; coordination with client regarding communications.
- Researched, reviewed, reported, and discussed calendar opportunities, pitching activities, event opportunities, strategic opportunities and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; research and outreach on editorial opportunities; organized media list and researched media targets.
- Discussed, edited and distributed materials, coordinated information, developed media coverage reports for Mais Medicos events.
- Monitored social media; reviewed and edited content for social media channels and press materials; relayed and responded to media requests; tracked media coverage.
- Discussed and provided updates regarding news and event opportunities, issues monitoring, and outreach topics; developed list of targets.
- Identified analysts, targets quoted in media clips for potential outreach opportunities.

August 2013

- Provided and participated in client updates and planning discussions.
- Established schedule of weekly update calls and planning discussions; discussed media plans; tracked and reported activities on a weekly basis.
- Researched, reviewed, reported, and discussed calendar opportunities, pitching activities, press materials, background documents, event opportunities, strategic opportunities and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; research and outreach on editorial opportunities; organized media list and researched media targets.
- Ongoing discussion with client regarding operations and development of strategic recommendation documents; coordination with client regarding communications.
- Made logistical arrangements for teleconference on Second Quarter GDP results; moderated teleconference; reached out to and reviewed, edited and distributed press release and transcript to media; monitored media coverage.
- Monitored social media; reviewed and edited content for social media channels and press materials for media opportunities; relayed and responded to media requests; tracked media coverage.

- Discussed and provided updates regarding outreach, news and event opportunities, issues monitoring, and outreach topics; developed list of targets.
- Identified analysts quoted in media clips for potential outreach opportunities.

September 2013

- Provided and participated in client updates and planning discussions.
- Established schedule of weekly update calls and planning discussions; tracked and reported activities on a weekly basis.
- Ongoing discussion with client regarding operations and development of strategic recommendation documents; coordination with client regarding communications.
- Researched, reviewed, reported, and discussed calendar opportunities, pitching activities, event opportunities, strategic opportunities and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; provided media support; research and outreach on editorial opportunities; organized media list and researched media targets.
- Made logistical arrangements for teleconference on Brazil's economic outlook; moderated teleconference; reached out to and reviewed, edited and distributed press release and transcript to media; monitored media coverage.
- Monitored social media; reviewed and edited content for social media channels and press materials for media opportunities; relayed and responded to media requests; tracked media coverage.
- Discussed, conducted planning and outreach for, and provided updates regarding future trips, news and event opportunities, issues monitoring, and outreach topics.
- Identified analysts, targets quoted in media clips for potential outreach opportunities.

October 2013

- Provided and participated in client updates and planning discussions.
- Established schedule of weekly update calls and planning discussions; tracked and reported activities on a weekly basis.
- Ongoing discussion with client regarding operations and development of strategic recommendation documents; coordination with client regarding communications.
- Researched, reviewed, reported, and discussed calendar opportunities, pitching activities, event opportunities, strategic opportunities and news generation from Brazil; discussed and developed story pitching, backgrounder documents and reporting on story opportunities; research and outreach on editorial opportunities; organized media list and researched media targets.
- Made logistical arrangements and assisted in preparation for teleconference with President of Embratur; moderated teleconference; reached out and reviewed, edited and distributed transcript to media; monitored media coverage.
- Monitored social media; reviewed and edited content for social media channels and press materials for media opportunities; relayed and responded to media requests; tracked media coverage.
- Discussed, conducted planning and outreach for, and provided updates regarding news and event opportunities, issues monitoring, and outreach topics.
- Identified analysts, targets quoted in media clips for potential outreach opportunities.

The Embassy of Singapore

The following describes the communications activities undertaken on behalf of the Embassy of Singapore from May 1, 2013, to October 31, 2013.

May 2013

- Media monitoring and summary reports of latest Singapore news and events.
- Conducted media prep sessions for Embassy staff.
- Provided counsel and strategy recommendations on newsworthy events.
- Offered background and recommendations on incoming media requests.
- Conducted research regarding visibility opportunities in California.
- Provided recommendations on social media experts involved with successful political campaigns.
- Provided regular counsel to Embassy officials on a variety of questions and issues.

June 2013

- Media monitoring and summary reports of latest Singapore news and events.
- Conducted media prep sessions with several Embassy staff.
- Conducted a strategy session staff and provided recommendations for near-term Embassy communications.
- Provided recommendations about visibility opportunities in California.
- Coordinated with Embassy to engage reporters' coverage around announcement of Singapore-U.S. Memorandum of Understanding on water management.
- Prepared and delivered quarterly summary of media coverage about Singapore.
- Provided regular counsel to Embassy officials on a variety of questions and issues.

July 2013

- Media monitoring and summary reports of latest Singapore news and events.
- Conducted media prep sessions with several Embassy staff.
- Provided the Embassy with background information on various media requests.
- Provided the Embassy with background regarding partnership opportunities with various U.S. organizations.
- Completed research and delivered a quarterly media analysis report.
- Provided regular counsel to Embassy officials on a variety of questions and issues.

August 2013

- Media monitoring and summary reports of latest Singapore news and events.
- Conducted a media training session with Embassy staff.
- Planning for upcoming high-level visiting officials in New York in September.
- Provided the Embassy with background information on media opportunities.

September 2013

- Media monitoring and summary reports of latest Singapore news and events.
- Provided recommendations and background on various media requests.
- Assisted the Embassy in identifying journalists to be invited to attend briefings in New York for visiting Foreign and Trade Ministers' meetings.
- Provided the Embassy with recommendations for guests to upcoming cultural events.

October 2013

- Media monitoring and summary reports of latest Singapore news and events.
- Provided ongoing counsel on various media requests.
- Discussed recommendations for promotion of World Toilet Day.
- Provided input for potential Washington meetings with key influencers for a visiting Singaporean official.
- Provided recommendations on media outlets to invite to a World Bank award reception.

ATTACHMENT 12

Political Activities

Government of the Republic of Turkey, Embassy

May 2013

- Blogger outreach and monitoring.
- Supported updates to social media channels – Facebook, YouTube and Twitter.
- Drafted or edited correspondence from Ambassador Tan.
- Developed social media editorial calendar around Prime Minister Erdogan's visit to Washington; conducted live tweeting during visit.

June 2013

- Blogger outreach and monitoring.
- Supported updates to social media channels – Facebook, YouTube and Twitter.
- Drafted or edited correspondence from Ambassador Tan.
- Coordinated outreach to select reporters to coordinate one-on-one briefings with Ambassador and other Embassy officials concerning developments in Istanbul; reporter meetings included *Washington Post* editorial board, *Wall Street Journal*, *Los Angeles Times*, *PBS NewsHour*, *Reuters*, and *Bloomberg News*.

July 2013

- Blogger outreach and monitoring.
- Supported updates to social media channels – Facebook, YouTube and Twitter.
- Provided edits to three op-eds; pitched op-ed by Foreign Ministers of Turkey and Bosnia.
- Drafted or edited correspondence from Ambassador Tan.

August 2013

- Blogger outreach and monitoring.
- Draft cover letter to accompany distribution of book on Embassy Residence.
- Drafted or edited correspondence from Ambassador Tan.
- Held discussions with Amazon.com concerning interview e-book opportunity for Prime Minister Erdogan.
- Coordinated cross-promotion of MFA videos on Embassy YouTube channel.
- Supported updates to social media channels – Facebook, YouTube and Twitter.

September 2013

FH did not engage in political activities on behalf of the Embassy of Turkey in September 2013.

October 2013

FH did not engage in political activities on behalf of the Embassy of Turkey in October 2013.

Secretariat for Social Communications of the Federative Republic of Brazil

May 2013

- Developed materials for social media communications, and reviewed and edited content for social media channels.
- Organized and/or coordinated with CDN to execute a total of 5 one-on-one interviews/briefings/media opportunities in May 2013, including:
 - Shared contact details of Ministry of Sports with *Bleacher Report* in response to request for video footage, graphics, photos, etc. of the 2014 World Cup stadiums, week of May 13, 2013.
 - Provided images of Brasilia and Pernambuco stadiums to *Bleacher Report*, week of May 20, 2013.
 - Provided op-ed of government spokesperson on airport infrastructure in Brazil to *Host City*, week of May 17, 2013.
 - Shared written responses of Minister Aldo Rebelo with *Los Angeles Times*, week of May 27, 2013.
 - Provided contact details of Saint-Clair Milesi, International Media Manager at the 2014 FIFA World Cup Brazil LOC – Local Organizing Committee, with *Financial Times*, May 29, 2013.
- Disseminated media statement entitled “Statement from Brazilian President Dilma Rousseff on the selection of Ambassador Roberto Azevêdo as Director-General of the World Trade Organization (WTO).”
- Disseminated press release entitled “Brazil’s 11th Bidding Round for Oil and Gas Exploration Blocks Receives Record Bids.”
- Disseminated press release entitled “Small Business Income in Brazil Grew By 35% in Ten Years from 2003-2013, New Study Shows.”
- Disseminated invitation to Open Media Centre in connection with FIFA Confederations Cup.

June 2013

- Edited and targeted distribution of materials related to Open Media Centre at FIFA Confederations Cup.
- Developed materials for social media communications, and reviewed and edited content for social media channels.
- Organized and/or coordinated with CDN to execute a total of 7 one-on-one interviews/briefings/media opportunities in June 2013, including:
 - Shared contact details of Ministry of Sports and CBF with CBC, week of June 3, 2013.
 - Interview of Chief of Economic Department of BNDES with *brand eins*, week of June 10, 2013.

- Provided written responses in connection with Minister Aldo Rebelo teleconference to *New York Times*, *The Nation* (Nigeria) and *World Football Insider*, week of June 10, 2013.
- Shared contact information for officials from the Brazilian Football Confederation (CBF) and the 2014 FIFA World Cup Local Organizing Committee with *Financial Times*, week of June 17, 2013.
- Deputy Minister of Sports, Luis Fernandez with "Connect the World" *CNN International*, June 18, 2013.
- Disseminated media invitation related to teleconference by Minister of Sports Aldo Rebelo.
- Disseminated press release entitled "Brazil Shows It Is Possible to Grow the Economy While Improving Wealth Distribution and Preserving Environment, Says President Dilma Rousseff."
- Disseminated press release entitled "Few Flight Delays in Brazilian Airports During the First Weekend of the FIFA Confederations Cups Brazil 2013 – Brazil's Civil Aviation Minister."
- Disseminated official translation of "National Address of President Dilma Rousseff Regarding Demonstrations in Brazil."
- Disseminated official translation of "Address by President Dilma Rousseff During a Meeting with Brazilian Governors and State Capitol Mayors."
- Disseminated media alert entitled "54,000 Security Officers Will Provide Security at the FIFA Confederations Cup Brazil 2013."

July 2013

- Developed materials for social media communications, and reviewed and edited content for social media channels.
- Edited and distributed materials for Mais Medicos events.
- Organized and/or coordinated with CDN to execute a total of 4 one-on-one interviews/briefings/media opportunities in July 2013, including:
 - Shared draft of op-ed "Postcard from Brazil" from Minister of Sports with *SportsPro magazine*, week of July 29, 2013.
 - Provided Requested images of stadiums for July issue feature on 2014 FIFA World Cup Brazil to *Stadia Magazine*, July 2, 2013.
 - Provided information on number of foreign visitors expected in Brazil for 2014 FIFA World Cup to *USA Today*, July 24, 2013.
 - Provided Confederations Cup photos to *Host City*, week of July 15, 2013.
- Disseminated official remarks of President Dilma Rousseff regarding Brazil's National Football Team.
- Disseminated press release entitled "Estimated Investments, Income and Employment Generation During Preparations for the 2014 FIFA World Cup Brazil."
- Disseminated press release entitled "Minister of the Strategic Affairs Secretariat Marcelo Neri Comments on Protests and Reducing Inequalities in Brazil."
- Disseminated press release entitled "Brazil Has Met the Challenge of Organizing the Confederations Cup, Says Minister of Sport."
- Disseminated press release entitled "Brazil Shows Progress in Telecommunications During the FIFA Confederations Cup Brazil 2013."
- Disseminated press release entitled "Brazil Launches Open Media Centre During FIFA Confederations Cup Brazil 2013."

- Disseminated press release entitled "Brazilian Neuroscientist Miguel Nicolelis to Unveil 'Walk Again Project' at FIFA World Cup Brazil 2014."
- Disseminated Official Statement of President Dilma Rousseff regarding Bolivian Presidential aircraft.
- Disseminated press release entitled "Primary Care: Brazil Will Bring More Doctors to Underserved Regions."

August 2013

- Reviewed and edited content for social media channels.
- Organized and/or coordinated with CDN to execute a total of 4 one-on-one interviews/briefings/media opportunities in August 2013, including:
 - Provided commentary from Brazilian spokesman on Montreal Protocol to *Bloomberg*, August 2, 2013.
 - Provided additional details/sources on high-speed train project with *Forbes*, week of August 12, 2013.
 - Shared official statement of Itamaraty on the detention of David Miranda, the Brazilian partner of journalist Glenn Greenwald with *CNNi* (London), week of August 19, 2013.
 - Provided contact information for a CADE spokesperson to discuss the recent CADE investigation on the possible information exchange between OGX and Petrobras to *Valeurs Actuelles*, week of August 26, 2013.
- Disseminated press release entitled "Brazil's National Development Bank's Disbursements Increase by 65 Percent, Reaching R\$ 88.3 Billion in First Half of 2013."

September 2013

- Reviewed and edited content for social media channels.
- Organized and/or coordinated with CDN to execute a total of 10 one-on-one interviews/briefings/media opportunities in September 2013, including:
 - Interviews of Minister of Environment with *UN Radio*, *Terra*, *Globo*, *Rede TV*, *CCTV*, *Bloomberg*, *The New York Times* regarding her attendance of the UNEP Champions of the Earth Award Ceremony held in New York City, September 18 and 19, 2013.
 - Provided information about the names of the companies that make up the Planalto consortium to *Infrastructure Investor*, September 19, 2013.
 - Provided contact information for President Rouseff to *Fusion TV* related to interview with President Rousseff during the UNGA to discuss Brazil's preparations for the World Cup, hosting the 2016 Olympic Games, marriage equality, as well as internet neutrality and the allegations that the Obama administration spied electronically on Brazilians.
 - Provided response from Central Bank press office to *Autonomy Capital*, September 23, 2013.
- Disseminated press release entitled "President Obama Will Answer Reports of Espionage Against Brazil by Wednesday September 11, Says President Dilma Rousseff."
- Disseminated press release entitled "Brazil's State Visit to the U.S. Postponed."
- Disseminated media invitation to teleconference with Brazil Central Bank Governor Alexandre Tombini.
- Disseminated text of President Rousseff's remarks at the High-Level Political Forum on Sustainable Development at the United Nations.

October 2013

- Developed, reviewed and edited content for social media channels.
- Organized and/or coordinated with CDN to execute a total of 3 one-on-one interviews/briefings/media opportunities in October 2013, including:
 - Provided written responses to questions for President of Embratur, Flavio Dino, to *Miami Herald*, *AFP* and *TTG Italia*, October 23, 2013.

The Embassy of Singapore

May 2013

FH did not engage in political activities on behalf of the Embassy of Singapore in May 2013.

June 2013

FH did not engage in political activities on behalf of the Embassy of Singapore in June 2013.

July 2013

- Assisted the Embassy in promoting to media the Memorandum of Understanding between Singapore and the U.S. about water management technologies.
- Coordinated with Embassy to engage reporters' coverage around announcement of Singapore-U.S. Memorandum of Understanding on water management.

August 2013

- Organized a series of one-on-one meetings for new Embassy staff with Washington-based journalists.

September 2013

FH did not engage in political activities on behalf of the Embassy of Singapore in September 2013.

October 2013

FH did not engage in political activities on behalf of the Embassy of Singapore in October 2013.

ATTACHMENT 14

Receipts/Monies

Government of the Republic of Turkey, Embassy

Professional services and fees (received 7/6/2013)	\$ 266,000.00
Professional services and fees (received 10/19/2013)	\$ 266,000.00
<u>Total</u>	<u>\$ 532,000.00</u>

Secretariat for Social Communications of the Federative Republic of Brazil

Professional services and fees (received 7/26/2013)	\$ 172,695.14
Professional Services fees (received 7/26/2013)	\$ 155,361.80
Professional services and fees (received 8/12/2013)	\$ 173,094.42
Payment for expenses (received 9/13/2013)	\$ 3,541.36
<u>Total</u>	<u>\$ 504,692.72</u>

The Embassy of Singapore

Professional services and fees (received 6/4/2013)	\$ 17,500.00
Professional services and fees (received 6/30/2013)	\$ 17,531.03
Professional services and fees (received 9/6/2013)	\$ 17,521.00
Professional services and fees (received 10/25/2013)	\$ 17,500.00
<u>Total</u>	<u>\$ 70,052.03</u>

ATTACHMENT 15(a)

Disbursements: Monies

Government of the Republic of Turkey, Embassy

Amount	Description
\$ 243.75	Color Printing
\$ 86.76	Framed article on jazz for the Embassy of Turkey
\$ 9.45	Local Messenger Service, paid Quick Messenger Service
\$ 258.51	Local transportation
\$ 18,270.00	Media monitoring services for Turkish Embassy client, paid Genpact International Inc
\$ 190.00	Information retrieval and search for data on Lexis Nexis
\$ 10.58	Periodical for Turkish Embassy
\$ 1,000.00	Photography, paid K. Gustafson
\$ 500.00	Photography, paid J. Darling
\$ 57.95	Print and mount the latest Instagram photo winner, paid AlphaGraphics
\$ 83.00	Printing of article for Embassy of Turkey, paid CSI
\$ 14,000.00	Professional services on behalf of Embassy of Turkey, paid J. Berke
\$ 37.95	Subscription to <i>Foreign Affairs</i> magazine for Turkish Embassy
\$ 511.00	Train fare for A. Atkinson (Musician) in connection with 09/10/2013 - 10/17/2013 travel to Washington, DC to perform as part of the Ertegun Jazz series on behalf of the Embassy of Turkey.
\$ 332.00	Train fare for A. Drye (Musician) in connection with 09/10/2013 - 10/17/2013 travel to Washington, DC to perform as part of the Ertegun Jazz series on behalf of the Embassy of Turkey.
\$ 268.00	Train fare for C. Holt (Musician) in connection with 09/10/2013 - 10/17/2013 travel to Washington, DC to perform as part of the Ertegun Jazz series on behalf of the Embassy of Turkey.
\$336.00	Train fare for J. Lefcoski (Musician) in connection with 09/10/2013 - 10/17/2013 travel to Washington, DC to perform as part of the Ertegun Jazz series on behalf of the Embassy of Turkey.
\$ 261.00	Train fare for R. Frazier (Stage Producer) in connection with 09/07/2013 - 09/11/2013 travel to Washington, DC to attend Ertegun Jazz Series concert on behalf of the Embassy of Turkey
\$ 31.24	Video supplies for 04/18/2013 Embassy of Turkey event
\$ 1,195.00	Videographer for Embassy of Turkey event, paid Creative Liquid Productions
\$ 6.96	Meals for C. Auchman and E. Cadei
\$ 57.30	Meals for R. Posner with R. Denktas/Embassy on 02/27/2013 to discuss business
\$ 186.20	Meals for R. Posner with R. Denktas and Y. Cosar/Embassy staff, J. Weintraub, R. Maietta and C. Auchman on 05/03/2013 for meeting between Embassy and FH teams
\$ 77.50	Telecommunications Charges
\$ 90,000.00	Consulting services for outreach to Jewish Community groups, paid 30 Point

Strategies	
\$ 59.70	Hipcast account for Turkish Embassy
\$ 239.60	MailerMailer email distribution service for the Embassy of Turkey
\$ 12,180.00	Media monitoring on behalf of Embassy of Turkey, paid Empower Research LLC

TOTAL: \$ 140,489.45**Secretariat for Social Communications of the Federative Republic of Brazil**

Amount	Description
\$ 16,671.74	Public relations services on behalf of SECOM for December 1-17, 2012, paid CDN International Inc.
\$ 34,324.17	Public relations on behalf of SECOM for December 28, 2012-January 21, paid CDN International Inc.
\$ 26,204.56	Public relations services on behalf of SECOM for March 1-31, paid CDN International Inc.
\$ 33,192.33	Public relations services on behalf of SECOM from January 22 through February 28, paid CDN International Inc.
\$ 14,241.96	Out of pocket expenses on behalf of public relations services in Spain on behalf of Mais Medicos events, paid Conduit Market Engineers
\$78,336.28	Public relations services in Spain on behalf of Mais Medicos events, paid Conduit Market Engineers
\$ 24,119.00	Media and stakeholder relations support on behalf of Mais Medicos Program, paid Ispis Consultores De Relações Públicas S
\$ 26,420.88	Public relations services on behalf of SECOM for the month of May, paid CDN International Inc.
\$ 23609.48	Public relations services on behalf of SECOM for the month of April, paid CDN International Inc.
\$ 25701.78	Public relations services on behalf of SECOM for the month of June, paid CDN International Inc.

TOTAL: \$ 302,822.18**The Embassy of Singapore**

Amount	Description
\$ 10.49	Local Messenger Service, paid Quick Messenger Service
\$ 37.37	Local transportation
\$ 11,025.00	Media monitoring on behalf of Embassy of Singapor , paid Genpact International Inc
\$ 4.17	Telecommunication charges

TOTAL: \$ 11,077.03

ATTACHMENT 15(c)

Disbursements: Political Contributions

From Fleishman- Hillard P.A.C.

Name	Candidate	Campaign	Date	Amount
Friends of Mark Warner	Mark Warner, D-VA	Primary 2013	5/7/2013	1,000.00
Total				\$1,000.00

ATTACHMENT 17

Informational Materials

Secretariat for Social Communications of the Federative Republic of Brazil

19. During this reporting period, Registrant's activities in preparing, disseminating, or causing the dissemination of informational materials included the use of the following:

- Internet
- Press releases
- Lectures or speeches

20. During this reporting period, Registrant disseminated or caused to be disseminated informational materials among the following groups:

- Newspapers
- Editors
- Civic groups or associations
- Educational institutions
- International organizations (e.g., Economic and Social Commission for Asia and the Pacific, International Civil Aviation Organization, Joint United Nations Programme on HIV/AIDS, UN World Food Programme, World Bank Development Research Group)

The Embassy of Singapore

19. During this reporting period, Registrant's activities in preparing, disseminating, or causing the dissemination of informational materials included the use of the following:

- Press Release

20. During this reporting period, Registrant disseminated or caused to be disseminated informational materials among the following groups:

- Newspapers
- Editors

22. During the reporting period, Registrant issued press materials related to water conservation initiatives in Singapore. These materials have not previously been filed with the FARA Registration Unit. They are being filed along with this report.



Water for All: Conserve, Value, Enjoy



EMBARGOED UNTIL 3PM, 27 JUNE 2013

PUB and US-EPA sign MOU to collaborate on sustainable urban water management

Strategic alliance is latest milestone in list of water partnerships between Singapore and the United States

Singapore, 27 June 2013 – PUB, Singapore's national water agency, and the United States Environmental Protection Agency (EPA) have signed a Memorandum of Understanding (MOU) to collaborate on sustainable management of water resources. Both organizations will cooperate through various exchange platforms to increase scientific and technical knowledge on long-term water sustainability.

The MOU underscores many areas of synergy between Singapore and the United States in sustainable water management, such as providing safe and sustainable water for its populations, growing strong and vibrant industry water clusters, and providing innovative water solutions, jobs and economic growth. Under this partnership, several mutual areas of interest have been identified for bilateral cooperation, such as safe drinking water research; watershed management to improve and protect water quality for human health and ecosystems; technological research and development for innovative water and wastewater treatment; water reuse and resource recovery from wastewater; and sustainable water infrastructure.

The MOU was signed by the Chief Executive of PUB, Mr. Chew Men Leong and the U.S. Ambassador to Singapore, Mr. David Adelman, at the NEWater Visitor Centre. The event was officially witnessed by Singapore's Permanent Secretary for the Environment and Water Resources, Mr. Choi Shing Kwok, in the presence of guests from the Singapore and the U.S. water industry, institutes of higher learning and research organisations.

"The EPA is internationally renowned as a water research and policy leader, especially in the area of water quality, and is a key partner of PUB as we continue to collaborate with the global water industry to co-create innovative solutions to meet our water challenges. This international partnership is the latest milestone in a long list of active engagements between PUB and various U.S. organizations and leverages the synergies gained from the exchange of valuable technical knowledge and experiences," said Mr Chew. "This not only ensures that PUB continues to be at the forefront of water quality management, but also boosts the Singapore-U.S. water industry relations and cements Singapore's status as a global hydrohub."

"The United States, through our Environmental Protection Agency, is proud to work with PUB to develop new and sustainable management for our water resources," said Ambassador Adelman. "This partnership will promote safer drinking water and better water resource management. We're excited to be a part of it."



Water for All: Conserve, Value, Enjoy



After the signing ceremony, Mr Chew hosted Ambassador Adelman on a tour of the interactive NEWater Visitor Centre, which showcases PUB's water management and conservation strategies as well as the award-winning NEWater treatment technology.

Continuing a relationship of strong bilateral collaboration

PUB and EPA are members of the Global Water Research Coalition (GWRC), an international water research alliance. Since 2007, PUB and the EPA, through GWRC, have collaborated in research and development (R&D) projects relating to water quality and health. EPA was also represented on the technical programme committee of the 2009 Global Conference on Microbial Contaminants in Drinking Water, co-organised by the American Water Works Association and PUB in Singapore.

In addition to the MOU with EPA, PUB has many R&D collaborations with other U.S. organizations, such as the American Water Works Association and Sandia National Laboratories. The Singapore International Water Week, an international water event certified by the United States Department of Commerce, features the U.S. Pavilion (supported by the United States Commercial Service) and the Water Environment Federation Pavilion. It also continues to form the gateway for U.S. companies to access the many business opportunities in this region. U.S. solutions providers such as AECOM, Black & Veatch, CDM Smith, CH2M Hill, Hach, Trojan UV and Xylem are also Founding Sponsors of the event.



Water for All: Conserve, Value, Enjoy

About PUB

PUB is a statutory board under the Ministry of the Environment and Water Resources. It is the water agency that manages Singapore's water supply, water catchment and used water in an integrated way.

About PUB's tagline: Water for All: Conserve, Value, Enjoy

PUB has ensured a diversified and sustainable supply of water for Singapore with the Four National Taps (local catchment water, imported water, NEWater, desalinated water).

To provide water for all, PUB calls on all to play our part to conserve water, keep our water catchments and waterways clean and build a relationship with water so we can enjoy our water resources. If we all play our part, we can have enough water for all our needs – for industry, for living, for life.

Find out more about us

Visit our website at: www.pub.gov.sg

Like us on Facebook at: www.facebook.com/PUBsg

Follow us on Twitter at: www.twitter.com/PUBsingapore

For our latest event photos, visit <http://www.flickr.com/PUBsg>

Download our iPhone app from Apple's App Store: MyWaters

Download our Android app from Google Play: MyWaters

About EPA

The mission of EPA is to protect human health and the environment. EPA's purpose is to ensure that all Americans are protected from significant risks to human health and the environment where they live, learn and work. It believes environmental protection is an integral consideration in U.S. policies concerning natural resources, human health, economic growth, energy, transportation, agriculture, industry, and international trade, and these factors are similarly considered in establishing environmental policy.

More information about the EPA can be found at www.epa.gov.

Like us on Facebook at www.facebook.com/EPA

Follow us on Twitter: @EPAwater

For media enquiries, kindly contact:

Ms Nawwar Syahirah

Communications Executive,

PUB, Singapore's national water agency

E: nawwar_syahirah@pub.gov.sg

T: +65 6731 3986

Mr Eric Watnik

Public Affairs Officer

U.S. Embassy, Singapore





Water for All: Conserve, Value, Enjoy

E: watnikea@state.gov;

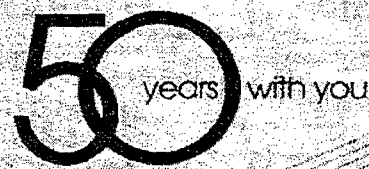
T: +65-6476-9265 (US Media Contact)



Water for All
Conserve, Value, Enjoy



The Singapore Water Story



Water for All: Conserve, Value, Enjoy

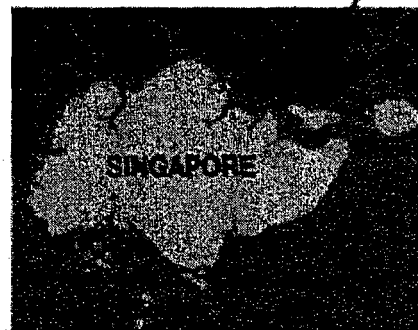


George Madhavan
Director, 3P Network
11 June 2013

Country Information

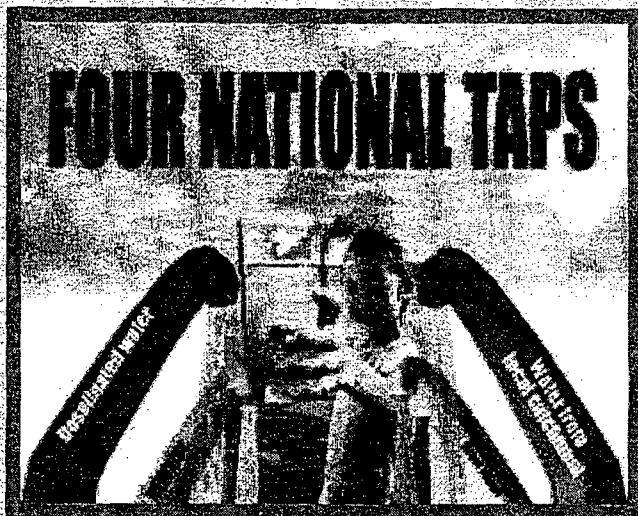


Land Area	710 km ²
Population	5 mil
Average Annual Rainfall	2,400 mm
Average Water Demand	1.8 mil m ³ /day

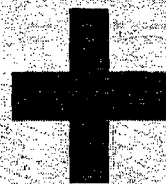


Ensuring Water Sustainability

Hardware: "Water for All"



- Local catchment
- Imported water
- NEWater
- Desalinated water



Heartware: "Conserve, Value, Enjoy"

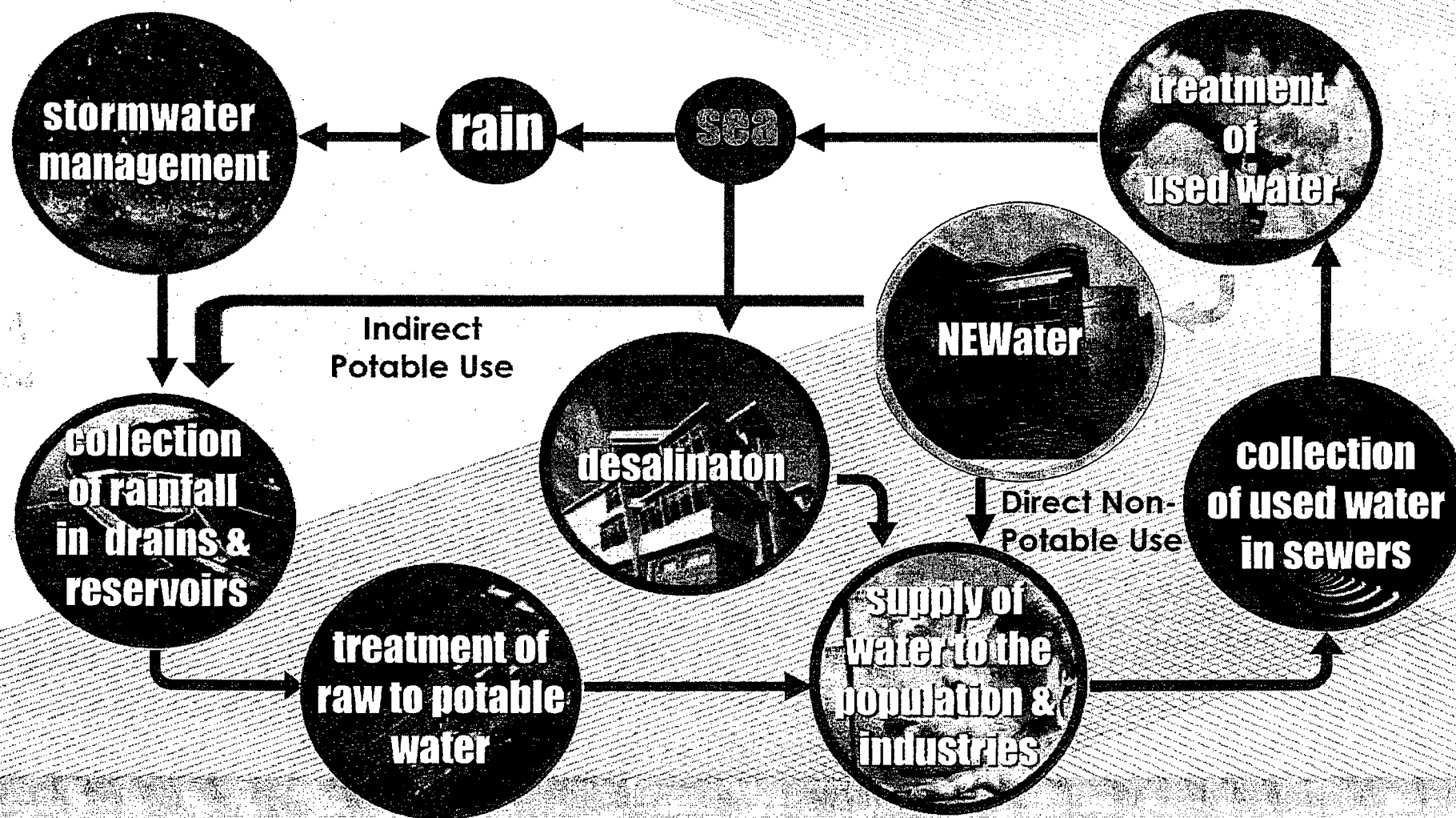


Adopt a 3P Approach to engage the people, private and public sector partners to use water wisely, keep the water catchments clean, and build a relationship with water

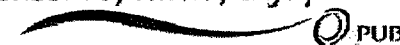
Water for All: Conserve, Value, Enjoy



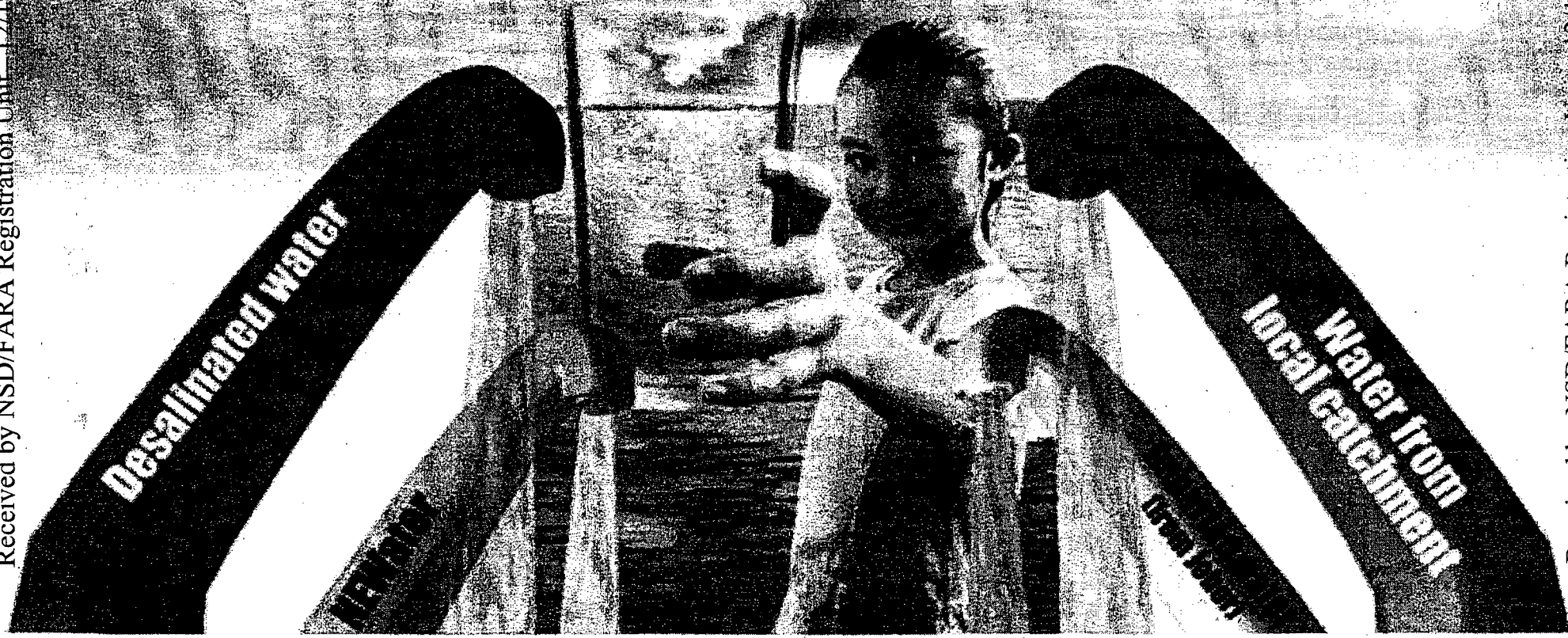
PUB Manages the Complete Water Cycle



Water for All : Conserve, Value, Enjoy

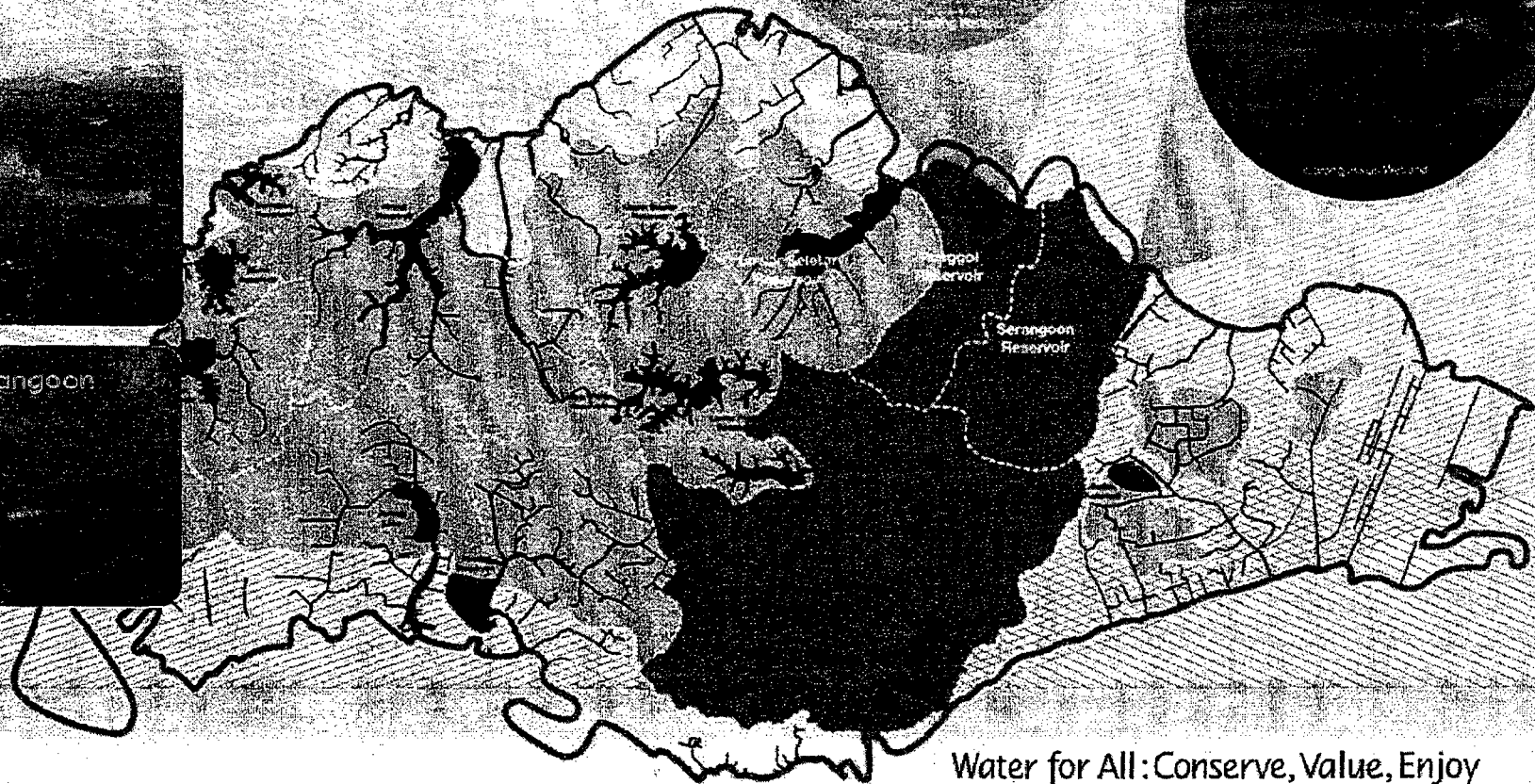
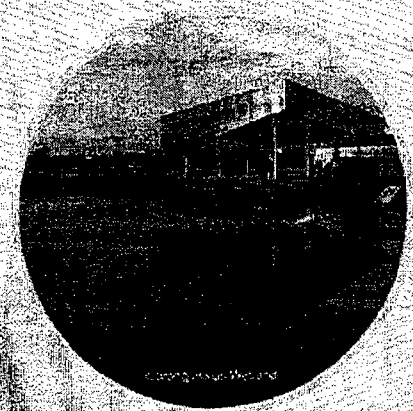


FOUR NATIONAL TAPS



Water Catchment Map

- **Two-thirds of Singapore** is already water catchment with **17 reservoirs**
- In the long term, Singapore aims to turn up to 90% of its land area into water catchment

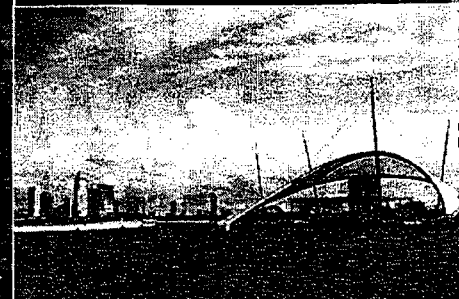
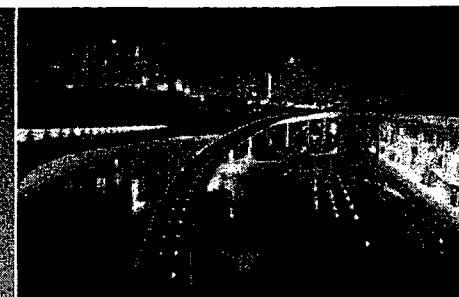


Water for All: Conserve, Value, Enjoy

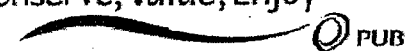


Marina Reservoir

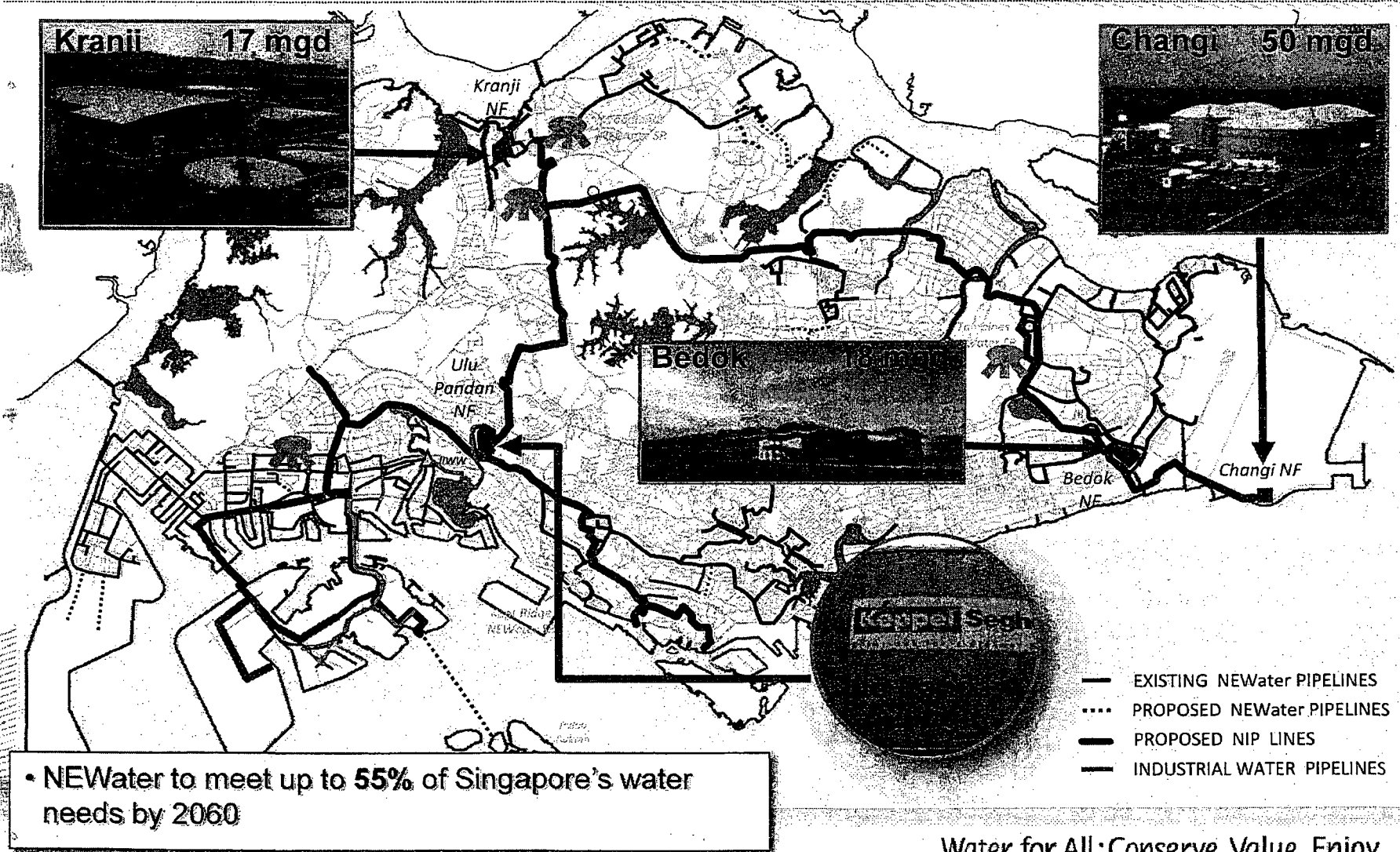
1st Reservoir in the City



Water for All: Conserve, Value, Enjoy



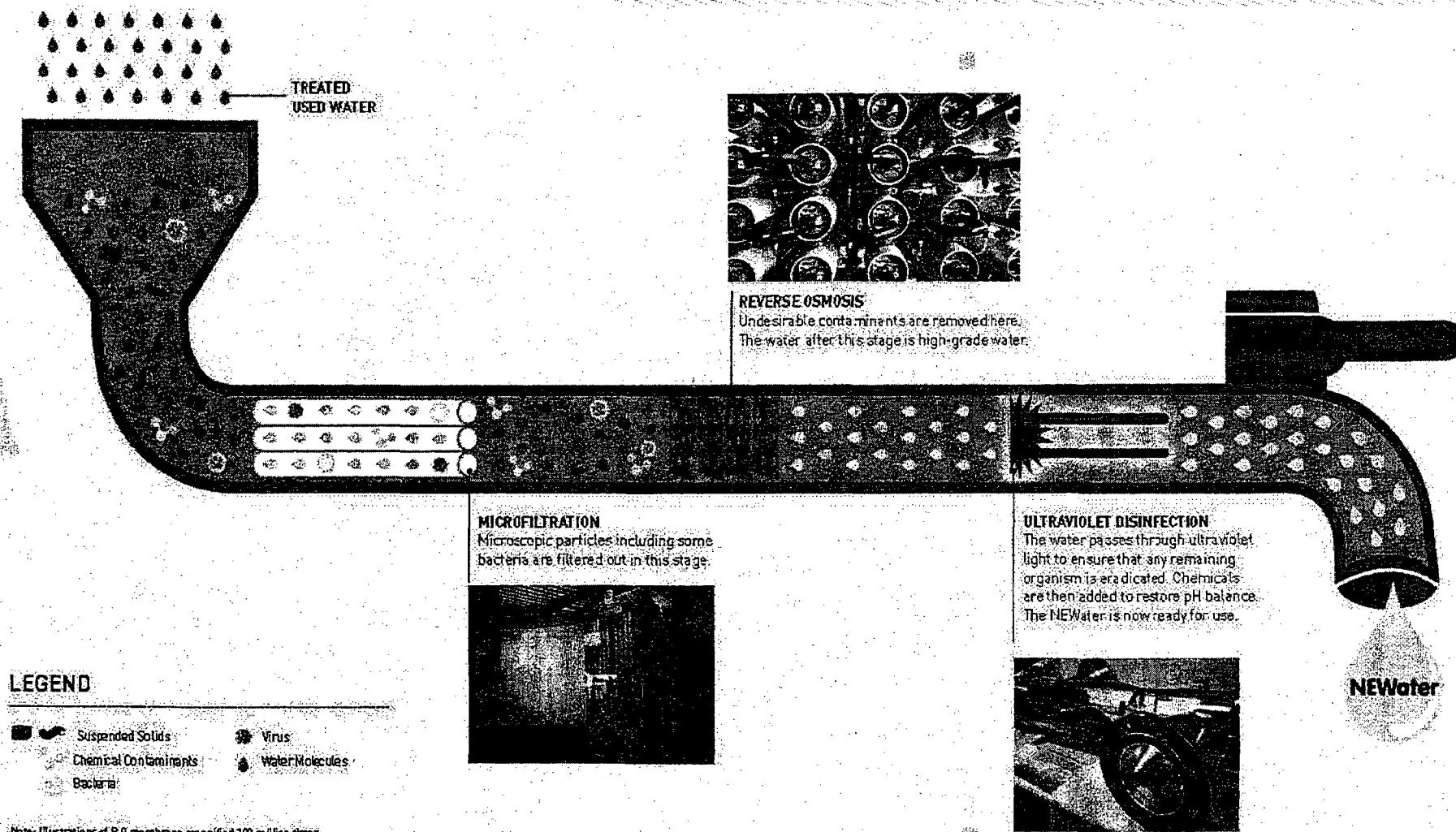
NEWater: Closing The Water Loop



Water for All: Conserve, Value, Enjoy



NEWater: Technology

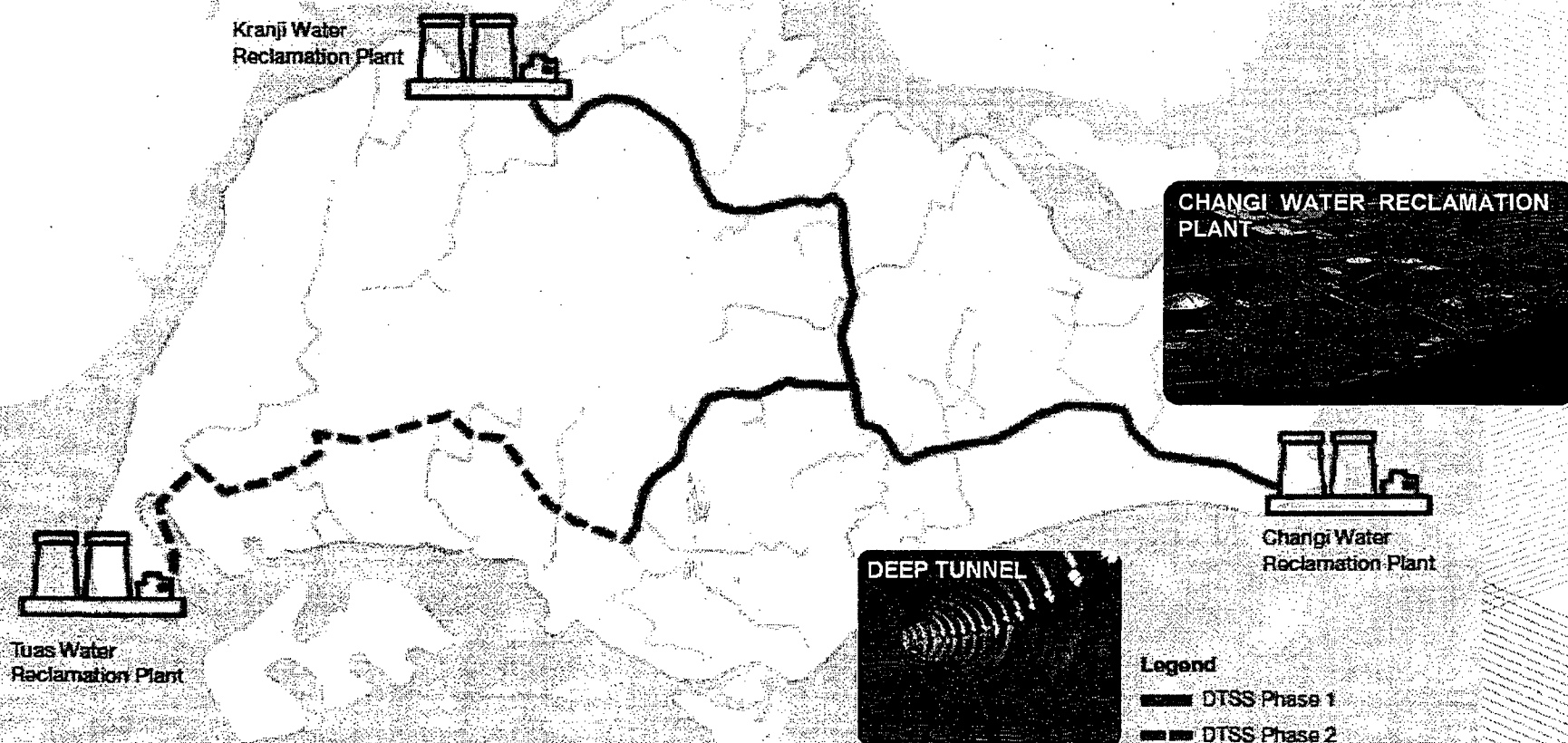


Water for All: Conserve, Value, Enjoy



Deep Tunnel Sewerage System

Ensuring Sustainability in Water Reclamation: Singapore's super highway for used water



Water for All: Conserve, Value, Enjoy

PUB

Desalination

- To augment and diversify our water resources
- SingSpring Desal Plant (2005) - produce 30 mgd for 20 years; one of the region's largest seawater reverse osmosis plants
- Tuaspring Desalination Plant (2013), will add another 70 mgd for 25 years
- Desalinated water to meet up to 25% of our water needs by 2060



Water for All: Conserve, Value, Enjoy

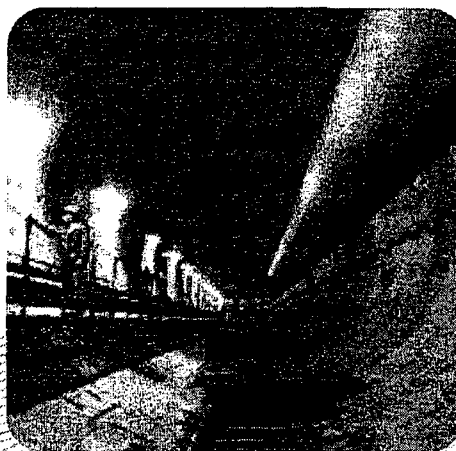


Principles in Play

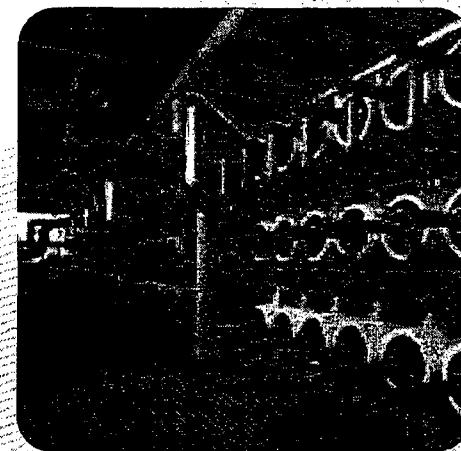
The principles that will continue to guide our future plans to ensure an adequate supply of water for all:



To capture every drop of rain that falls on Singapore

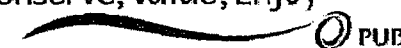


To collect every drop of used water



To recycle every drop of water more than once

Water for All: Conserve, Value, Enjoy



PUB's Tagline and Mascot



Water for All: Conserve, Value, Enjoy

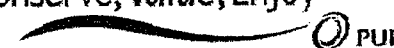
- To ensure a diversified and sustainable supply of water for Singapore with the Four National Taps
- Call on all Singaporeans to conserve water, keep our waters clean and build a relationship with water so that we can enjoy our water resources

Water Wally

- Shaped like a water droplet with an infectious grin, Water Wally is a personification of water and of PUB
- Convey important water messages such as enjoying our waters in a fun and hip way

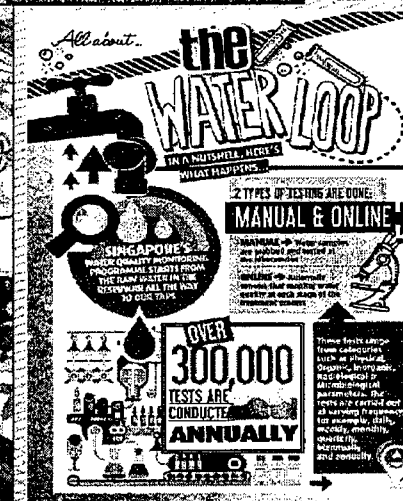
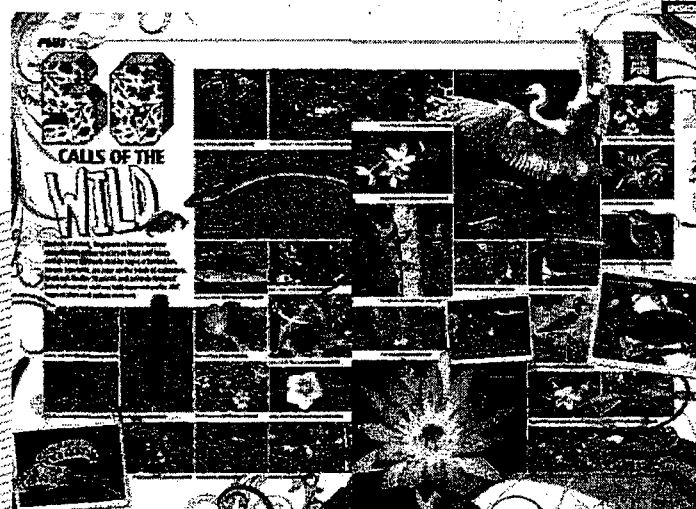


Water for All: Conserve, Value, Enjoy



Reaching out to the Young

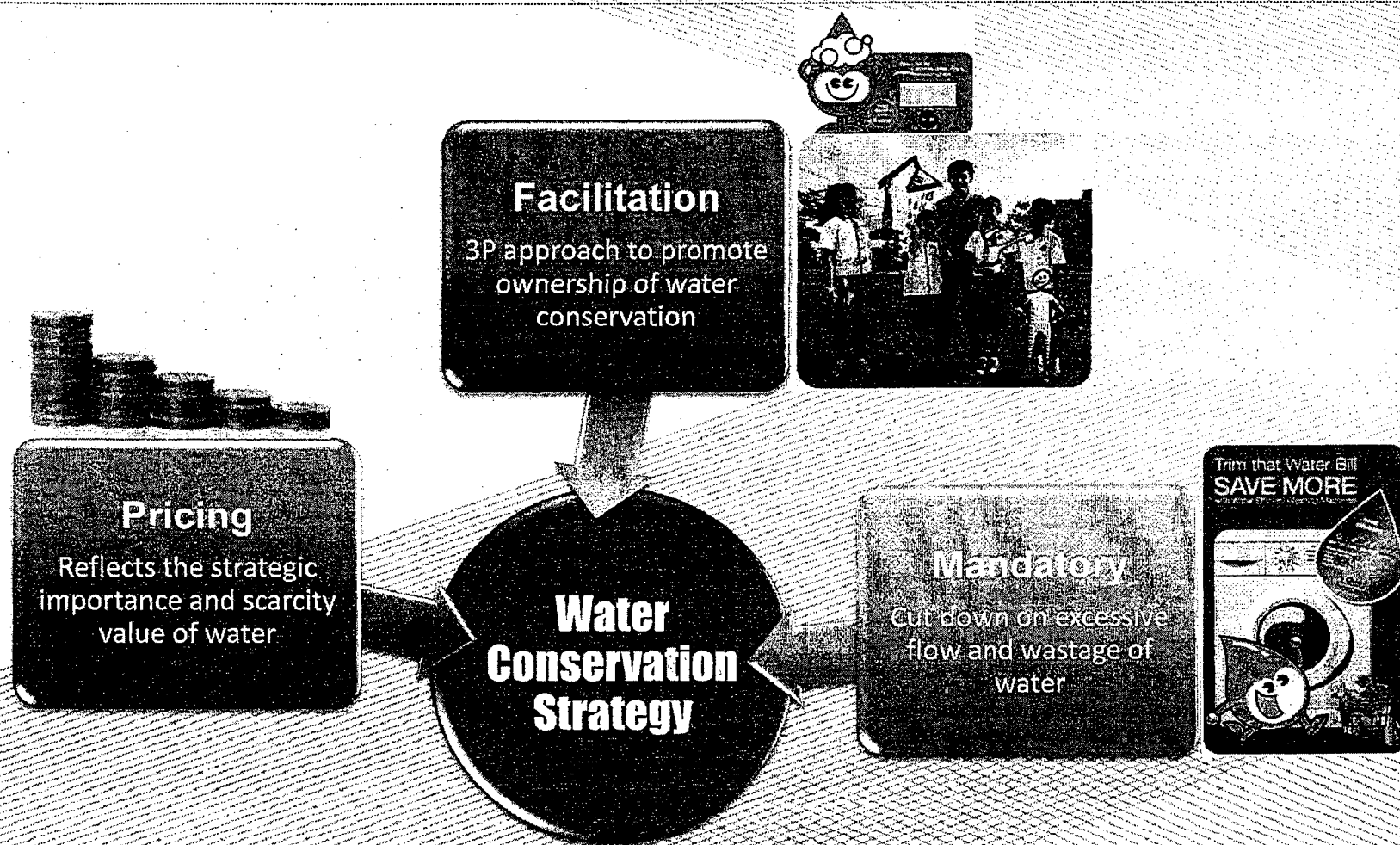
- PURE, a lifestyle street magazine was launched in 2007 to reach out to the youth, to get them interested in water issues



Water for All: Conserve, Value, Enjoy



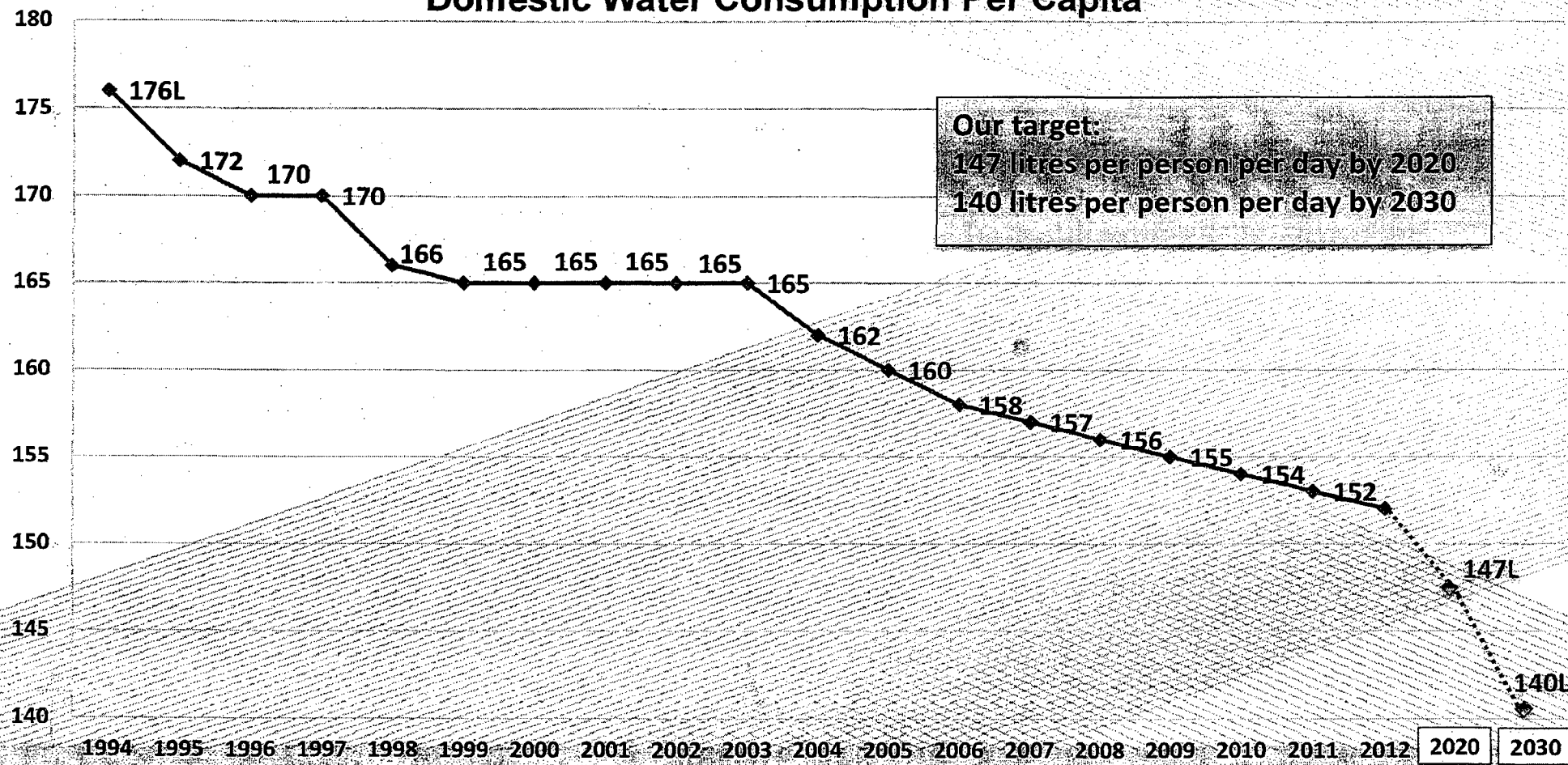
Water Conservation



Water Conservation

Litres per person per day

Domestic Water Consumption Per Capita



Unaccounted for Water < 5%

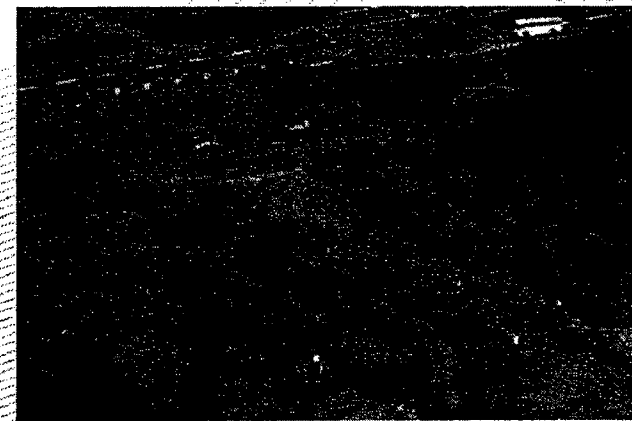
Water for All: Conserve, Value, Enjoy



Building a City of Gardens and Water

ABC Programme is about:

- **Active** – new recreational spaces
- **Beautiful** – integration of waters with urban landscape
- **Clean** – Improved water quality



“... Turn Singapore into a city of gardens and water”

Prime Minister Lee Hsien Loong,
ABC Waters Public Exhibition Opening, Feb 2007

ABC
Active, Beautiful, Clean
Waters for All

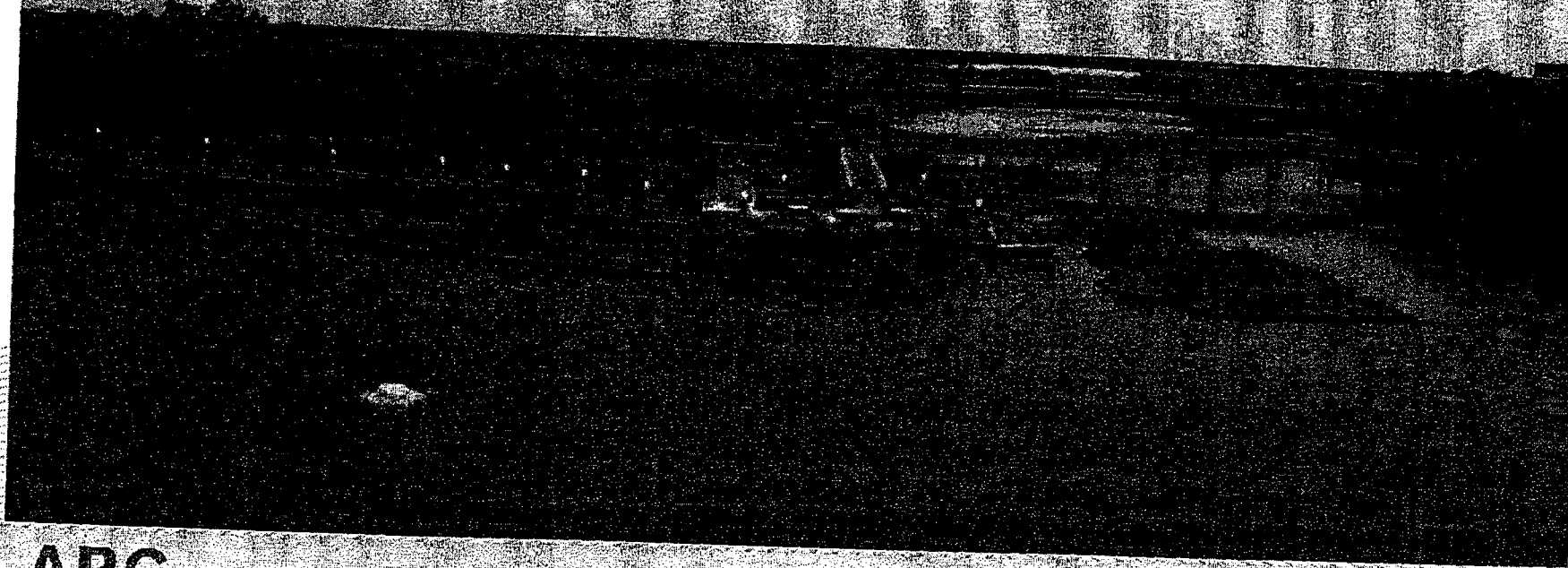
Water for All : Conserve, Value, Enjoy



ABC Waters Programme



Sengkang Floating Wetland



ABC
Active, Beautiful, Clean
Waters for All

Water for All: Conserve, Value, Enjoy



ABC Waters Programme



Lorong Halus Wetland



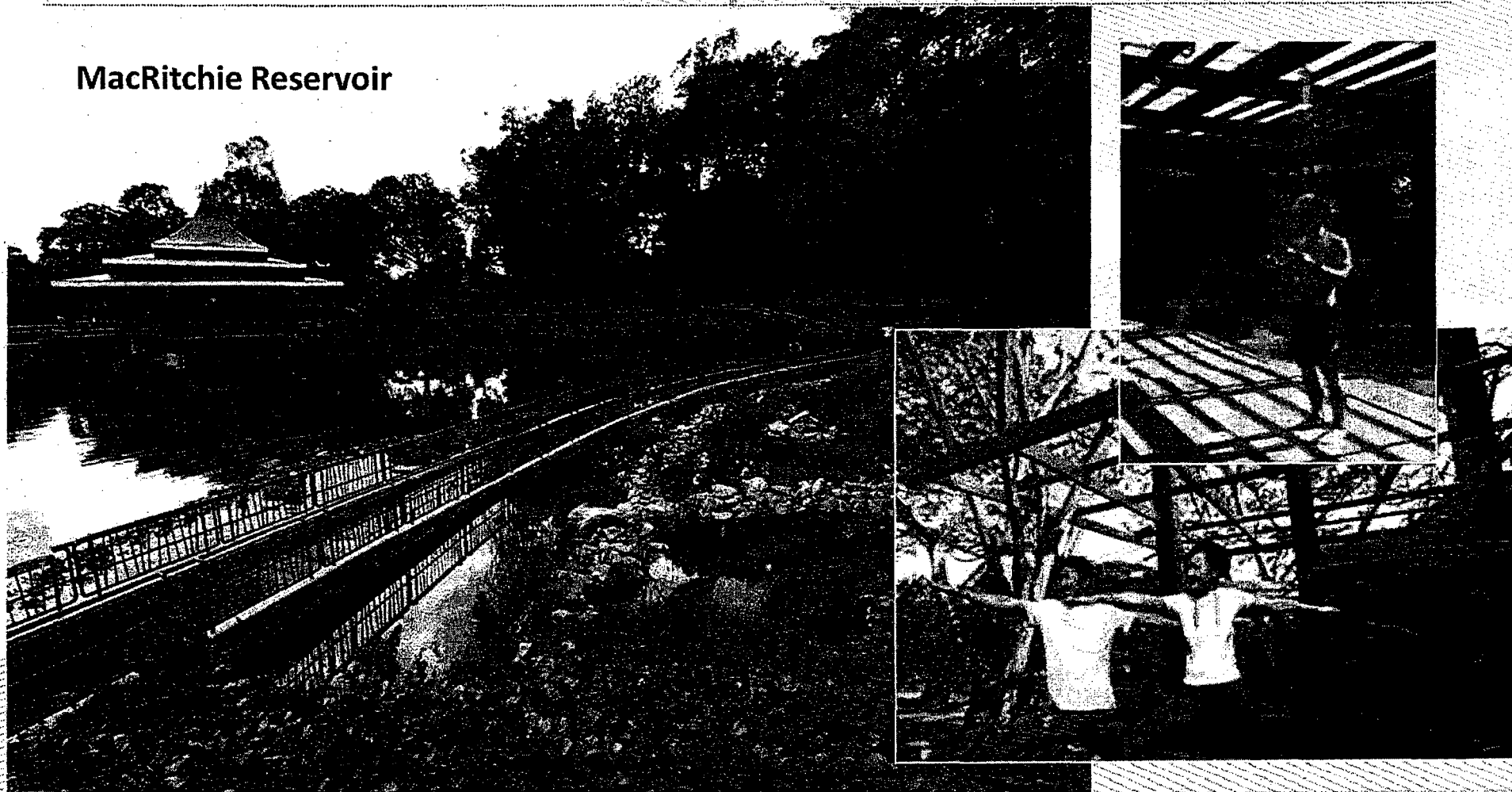
ABC
Active, Beautiful, Clean
Waters for All

Water for All: Conserve, Value, Enjoy



ABC Waters Programme

MacRitchie Reservoir

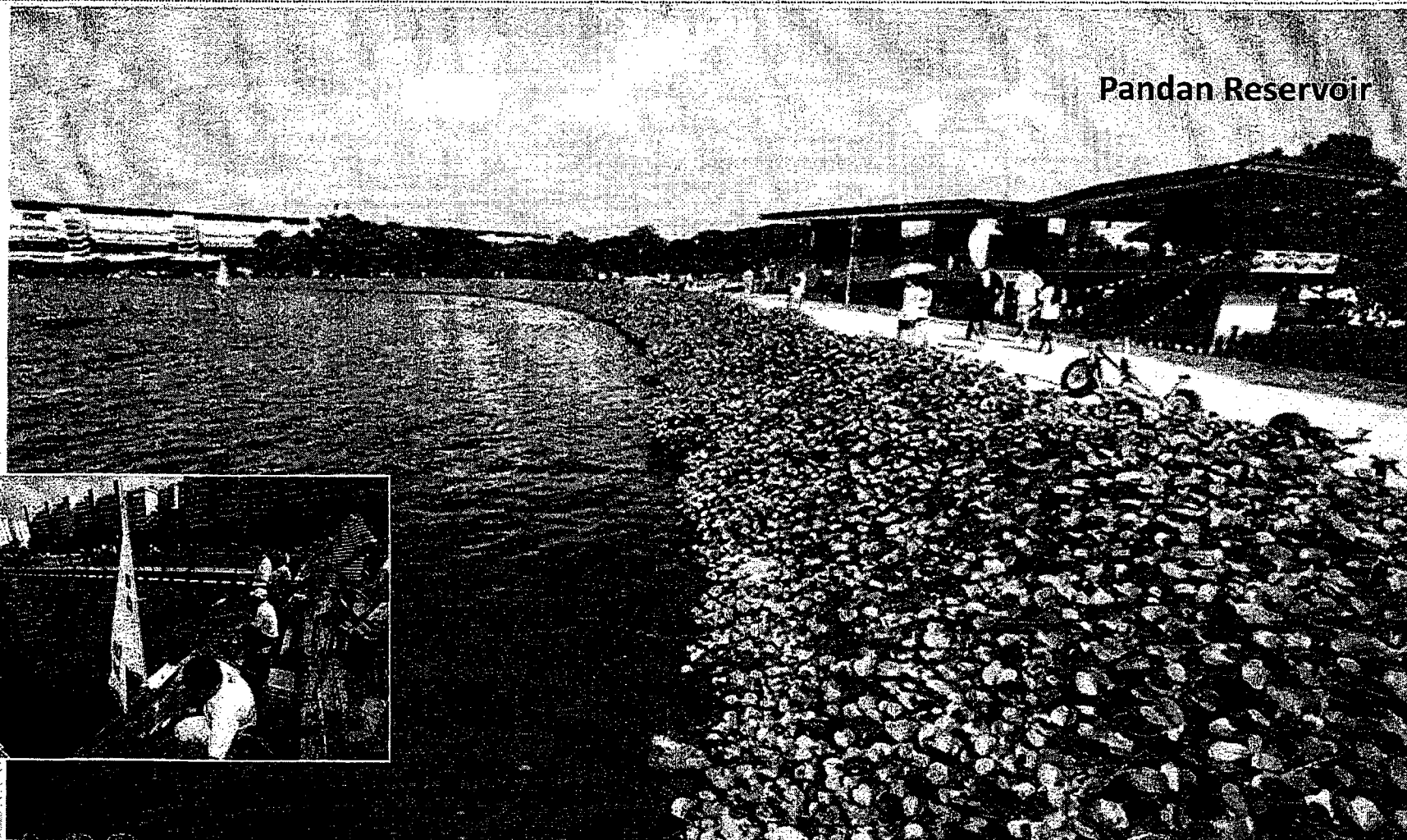


ABC
Active, Beautiful, Clean
Waters for All

Water for All: Conserve, Value, Enjoy



ABC Waters Programme



Pandan Reservoir



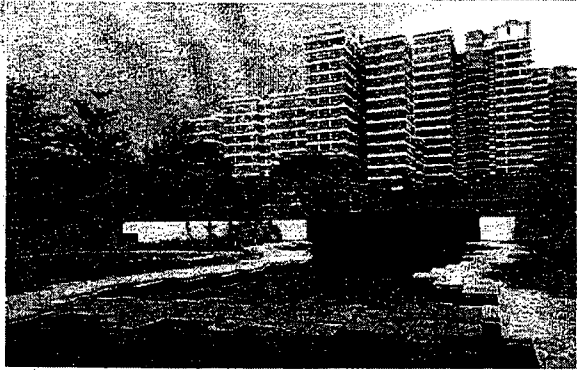
ABC
Active, Beautiful, Clean
Waters for All

Water for All: Conserve, Value, Enjoy



ABC Waters Programme

Alexandra Canal



ABC
Active, Beautiful, Clean
Waters for All

Water for All: Conserve, Value, Enjoy



ABC Waters Programme

Kallang River @ Bishan-Ang Mo Kio Park



Water for All: Conserve, Value, Enjoy

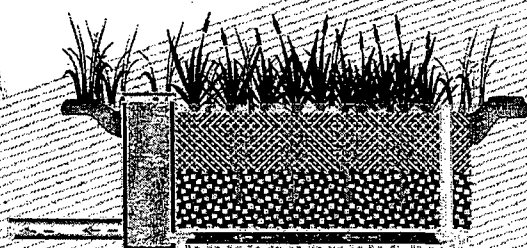
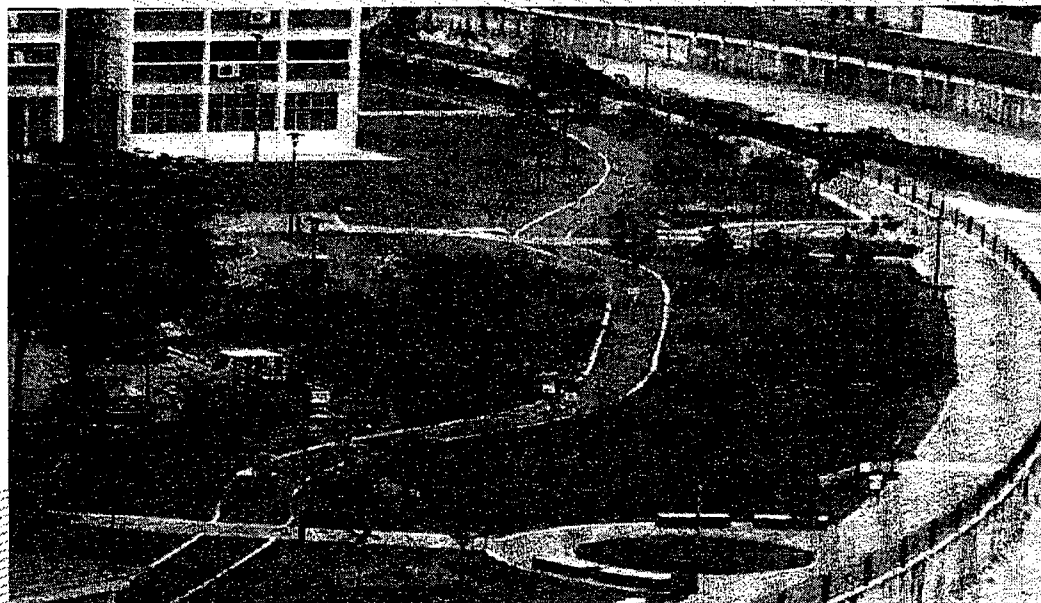
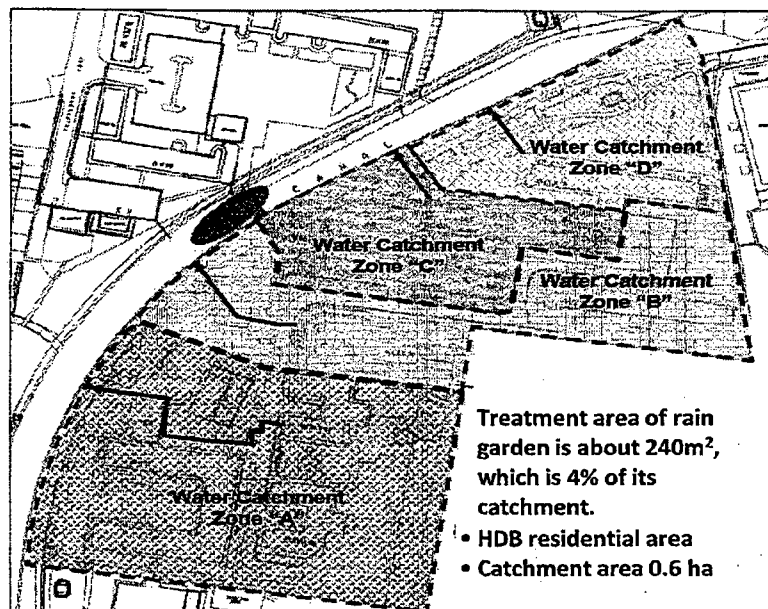


ABC Waters Programme

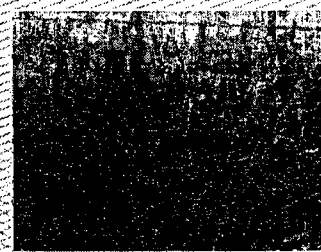
Kallang River @ Bishan-Ang Mo Kio Park



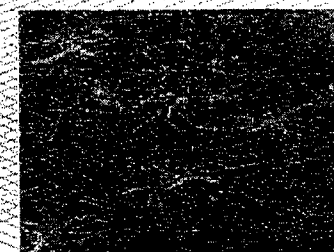
ABC Programme: Rain Garden@Balam Estate



Alligator flag
(*Thalia geniculata*)



Cattail
(*Typha angustifolia*)



Umbrella sedge
(*Cyperus alternifolius*)

ABC
Active, Beautiful, Clean
Waters for All

Water for All: Conserve, Value, Enjoy



Ensuring Water Sustainability for Singapore

2030

Water from local catchment
Imported water
NEWater (50%)*
Desalinated water (20%)*

Domestic sector **40%**
Non-domestic sector **60%**

2060

Water from local catchment
Imported water
NEWater (up to 55%)*
Desalinated water (up to 25%)*

Domestic sector **30%**
Non-domestic sector **70%**

DEMAND AND SUPPLY

Singapore's daily water demand from the domestic sector and the non-domestic sector are met by a blend of the Four National Taps. NEWater is supplied mainly to the non-domestic sector

NOW

Domestic sector **45%**
Non-domestic sector **55%**

Water from local catchment
Imported water
NEWater (30%)*
Desalinated water (10%)*

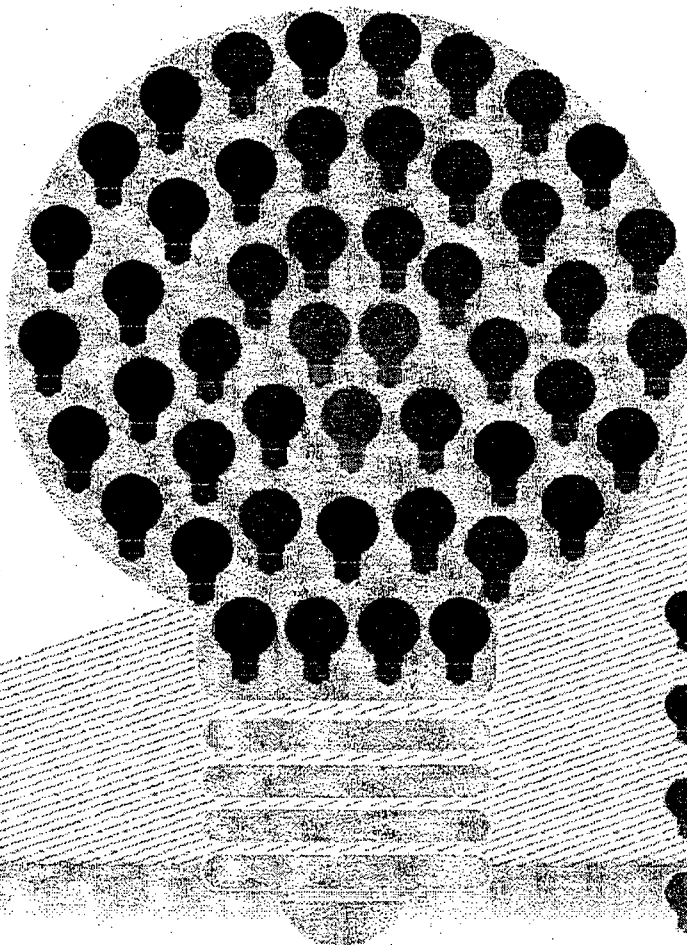
*denotes % of water demand

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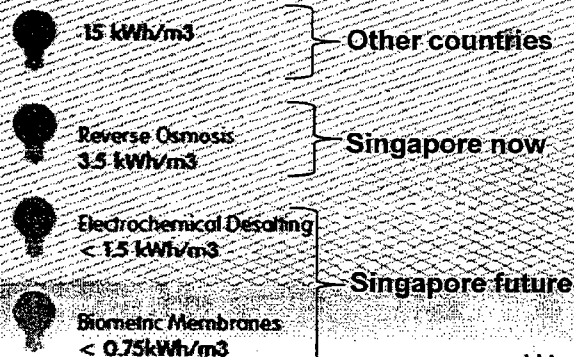


Desalination: Reducing Energy Usage

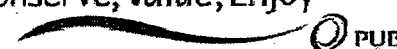
DESALINATION ENERGY USAGE



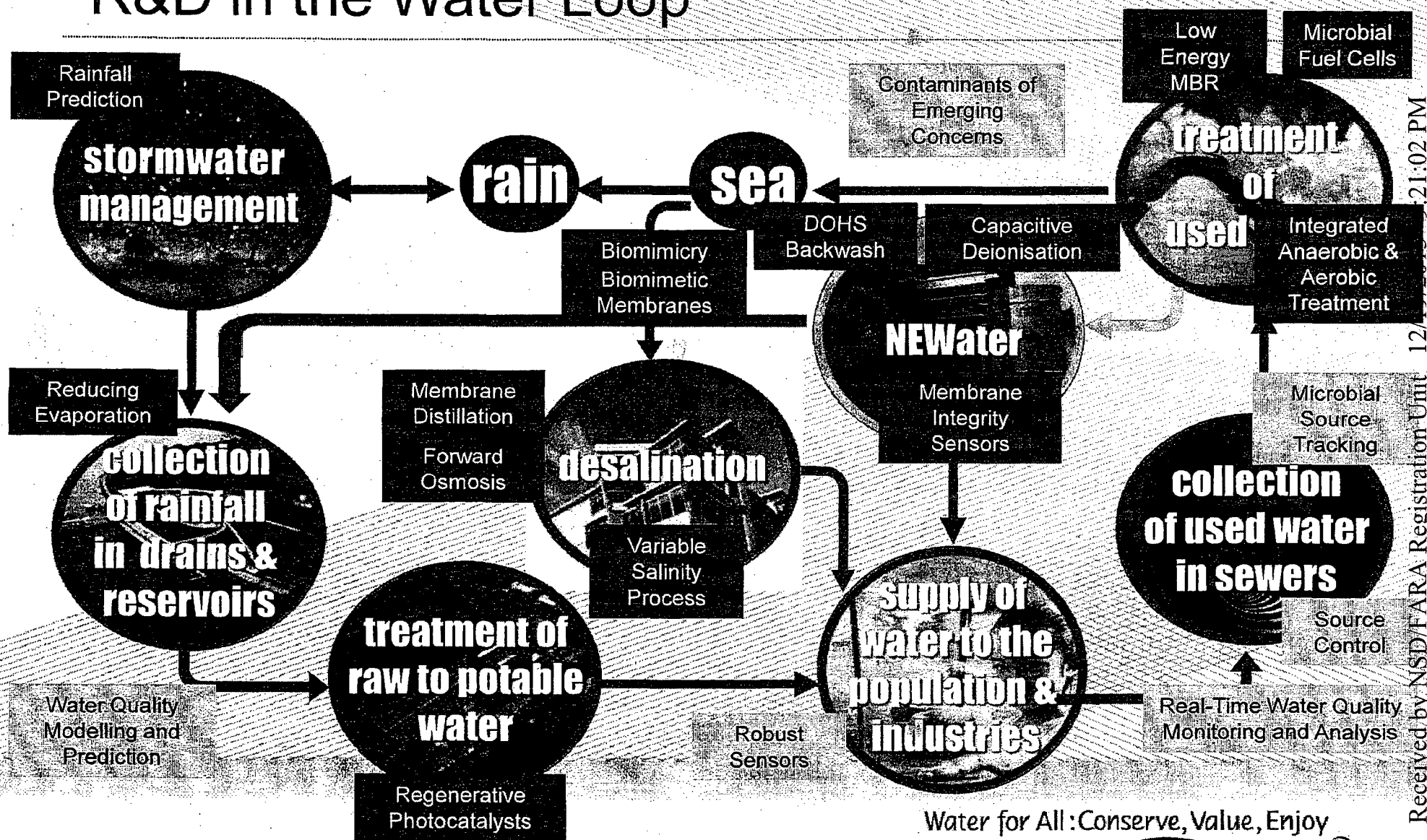
- One of the challenges in desalination: High energy-consumption cost
- Rising global energy costs: New low-energy approaches needed
- PUB-Siemens Water Technologies: Partnership in using electrically-driven processes to desalt seawater
- PUB-Keppel Seghers: Memstill technology utilises waste heat to produce drinking water from seawater



Water for All: Conserve, Value, Enjoy



R&D in the Water Loop



Water for All: Conserve, Value, Enjoy



Singapore International Water Week

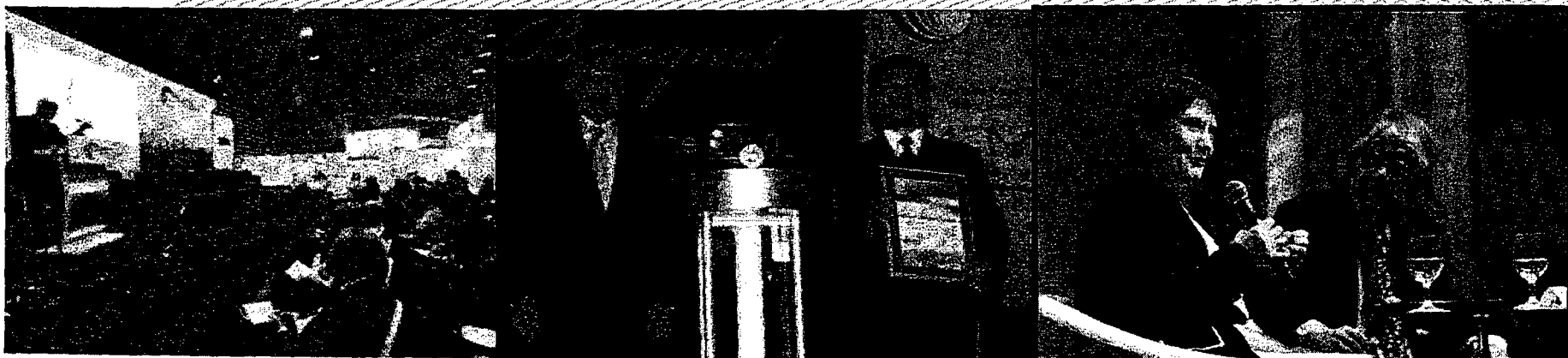
1 - 5 Jun

2014

The Global Platform to Share and
Co-Create Innovative Water Solutions

Co-located with the World Cities Summit & CleanEnviro Singapore

- Singapore as a hub for water knowledge and business
- To share our experience through a Global Platform for Water Solutions



Thank You

In less than a lifetime, we've come a long way. With a little heart and lots of hard work, we, the people of Singapore, have done great things with our water. And as a community of co-owners, we are capable of doing even greater things together in the future.

"Are Urban Water Supply and Wastewater Problem Solvable?"

The world has enough water. If the world faces a crisis it will not be due to physical scarcities of water, but, as the Asian Development Bank has correctly noted, it will be due to sheer mismanagement of water."

Asit K Biswas

Founder, Third World Centre for Water Management, Mexico and Distinguished Visiting Professor at Lee Kuan Yew School of Public Policy, NUS

Water for All: Conserve, Value, Enjoy



